

## Message Text

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AMEMBASSY ATHENS  
INFO SECSTATE WASHDC 6857

UNCLAS KUWAIT 5815

ATHENS FOR RTDO

E.O. 11652: N/A  
TAGS: BTIO KU  
SUBJECT: TRADE OPPORTUNITY: MANAGEMENT CONSULTING FIRM  
IN HOSPITAL EQUIPMENT PLANNING AND PROCUREMENT

1. YUSUF AL-ATEEQI, DIRECTOR, GENERAL SERVICES AND PLANNING DEPARTMENT OF GOK MINISTRY OF HEALTH (MPH), HAS ASKED EMBASSY FOR LIST OF LARGE CONSULTING FIRMS IN HOSPITAL MANAGEMENT FIELD. SPECIFIC INTEREST LIES IN FIRMS THAT CAN DETERMINE FURNISHING AND EQUIPPING OF HOSPITALS; PREPARE PLANS FOR TRAINING PERSONNEL AND ADMINISTRATORS; ESTIMATE MANPOWER REQUIREMENTS; AND PROVIDE FOR MAINTENANCE OF HOSPITALS. ALTHOUGH AL-ATEEQI DID NOT SPECIFY THAT SINGLE FIRM WOULD BE SELECTED FOR ALL THESE TASKS, HE DID OBSERVE THAT FIRMS TO BE INCLUDED ON LIST SHOULD BE SUBSTANTIAL ONES.

2. CONSULTING FIRM OR FIRMS TO BE SELECTED ARE EXPECTED TO BE WORKING ON FOUR 500-BED GENERAL HOSPITALS NOW BEING BUILT (JAHRA, FARWANIYA, FAHAHEEL, MUBARAK AL-KABIR). HOSPITALS ARE SCHEDULED FOR COMPLETION DURING 1978. MPH LIKELY TO BEGIN EQUIPMENT PROCUREMENT BY JULY 1977, AND SOME SOURCES BELIEVE THAT PROCUREMENT SHOULD BEGIN MUCH  
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EARLIER. ORDERS COULD TOTAL \$70 MILLION.

3. EMBASSY HAS PROVIDED MARTIN MEIER, VOLUNTEER FOR INTERNATIONAL EXECUTIVE SERVICE CORPS WITH MPH, WITH NAMES OF AMERICAN HEALTH FACILITIES (SUBSIDIARY OF AMERICAN HOSPITAL SUPPLY CORPORATION) AND GORDON FRIESEN ASSC.

MEIER IS WORKING ON EQUIPMENT PLANNING AND PROCUREMENT COMPONENT OF PROJECT. HE OBSERVED THAT MPH WOULD RPT WOULD ALLOW CONSULTING FIRMS TO SPECIFY AND RECOMMEND EQUIPMENT ITEMS THEY OR AN AFFILIATE PRODUCE.

4. COMMENT: PROPOSED CONSULTANCY CONTRACT APPEARS TO BE MAJOR OPPORTUNITY FOR US FIRMS. MPH REQUEST REPRESENTS A DEPARTURE FROM PAST PRACTICE OF RELIANCE ON BRITISH SOURCES FOR EQUIPMENT AND TRAINING, AND DEVELOPS FROM GOK INTEREST IN BROADENING SOURCES OF SUPPLY AND ADVISE TO ENSURE COMPETITION. FYI MEIER NOTED THAT MPH HAS IN PAST PURCHASED EQUIPMENT WITHOUT CONCERN FOR OVERALL END USE OR MAINTENANCE, AND IS PARTICULARLY ANXIOUS TO AVOID REPETITION. END FYI

5. ACTION REQUESTED: EMBASSY REQUESTS COMMERCE/CAGNE PROVIDE LIST OF HOSPITAL MANAGEMENT CONSULTING FIRMS FOR EARLY SUBMISSION TO MPH. ACTION ADDRESSEES SHOULD ALSO CIRCULATE NEWS OF CONSULTING OPPORTUNITY AMONG THOSE US FIRMS SUGGESTED. THESE FIRMS SHOULD CONTACT HUSSEIN SALEH, PROCUREMENT CONTROLLER, MINISTRY OF PUBLIC HEALTH, P.O. BOX 5, KUWAIT, FOR FURTHER INFORMATION (SALEH IS MEIER'S IMMEDIATE SUPERIOR). FIRMS SHOULD ALSO BE REMINDED OF GOK REQUIREMENT THAT CONSULTING FIRMS BE REGISTERED IN KUWAIT. REGISTRATION FORMS CAN BE OBTAINED FROM REGISTRAR OF CONSULTANTS, MISS Wafa AL-MAJED, MINISTRY OF PLANNING (FORMERLY PLANNING BOARD), P.O. BOX 15, KUWAIT. MAESTRONE

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